

- (2) a financial datum;
- (3) an income datum;
- (4) a preference profile datum; and
- (5) an interest datum;

receiving at least one control signal in said received information transmission;

detecting the presence of said at least one control signal in said received information transmission;

passing said detected at least one control signal to said computer;

generating a financial analysis by processing said stored subscriber datum in response to at least one of said detected and passed control signal; and outputting at least a portion of said financial analysis to a subscriber.

3. (Three Times Amended) A method of controlling at least one of a plurality of receiver stations, said at least one of said plurality of receiver stations [includes] including a television receiver, a signal detector, a processor, wherein said at least one of said plurality of receiver stations is adapted to detect the presence of at least one control signal and programmed to process downloadable code, said method comprising the steps of:

receiving at an origination transmitter station downloadable code which is effective at at least one of said plurality of receiver stations to generate a user specific financial analysis;

transferring said downloadable code to an origination station transmitter;

receiving said at least one control signal at said origination transmitter station, wherein said at least one control signal operates to execute said downloadable code at said at least one of said plurality of receiver stations; and

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transferring said at least one control signal to said origination station transmitter, and transmitting an information transmission comprising said downloadable code and said at least one control signal to said at least one of said plurality of receiver stations.

4. (Unchanged) The method of claim 3, wherein one of said downloadable code and identification data in respect of said downloadable code is embedded in a television signal.

5. (Unchanged) The method of claim 3, wherein a television program is displayed at said receiver station and said downloadable code programs said receiver station processor to perform one of the group consisting of:

outputting one of video, audio, and text from said television program,
processing a viewer reaction to said television program; and
selecting information that supplements said television program content.

6. (Unchanged) The method of claim 3, wherein said at least one control signal incorporates at least a portion of said downloadable code.

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7. (Twice Amended) A method of controlling a remote intermediate transmitter station to communicate at least one instruct signal to at least one receiver station, [with] said remote intermediate transmitter station including a transmitter for transmitting at least one instruct signal [which] that is effective at a receiver station to instruct a processor, a plurality of selective transfer devices each operatively connected to said transmitter for receiving said at least one instruct signal from at least one origination transmitter station, a data receiver, a control signal detector, and one of a controller and a computer capable of controlling at least one of said selective transfer devices, [and with] wherein said

remote intermediate transmitter station is adapted to detect the presence of at least one control signal, to control [the] communication of said at least one instruct signal in response to said at least one control signal, and to deliver at [its] said transmitter said at least one instruct signal, said method comprising the steps of:

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receiving said at least one instruct signal at said at least one origination transmitter station [and delivering said at least one instruct signal to at least one origination transmitter], said at least one instruct signal [being] effective at said at least one receiver station to generate a user specific financial analysis;

delivering said at least one instruct signal to at least one origination transmitter;

receiving said at least one control signal [which] that at [the] said remote intermediate transmitter station operates to control [the] communication of said at least one instruct signal; and

transmitting said at least one control signal to said at least one origination transmitter for transmission to said at least one receiver station before a specific time[;

wherein said method controls a remote intermediate transmitter station].

8. (Unchanged) The method of claim 7, further comprising the step of embedding a specific one of said at least one control signal in one of said at least one instruct signal and in an information transmission containing said at least one instruct signal, before transmitting said at least one instruct signal to said remote intermediate transmitter station.

9. (Unchanged) The method of claim 7, wherein said specific time is a scheduled time of transmitting one of said instruct signal and information

associated with said instruct signal, from said remote intermediate transmitter station and said at least one control signal at said remote intermediate transmitter station controls at least one of said plurality of selective transfer devices at different times.

10. (Unchanged) A method of processing signals to control a television programming presentation, said method comprising the steps of: receiving a television signal containing said television programming and communicating said television signal to a storage device;

receiving a first instruct signal effective to instruct a processor to generate a user specific financial analysis;

selecting one of:

(1) a time at which to communicate said first instruct signal; and

(2) a location to which to communicate said first instruct signal;

communicating said first instruct signal at one of said selected time and to said selected location; and

storing said television signal and said first instruct signal at said storage device;

wherein said method processes signals to control a television programming presentation.

12. (Unchanged) The method of claim 10, wherein said selected location is in said television signal, said method further comprising the step of storing information at said storage device that evidences at least one from the group comprising:

a title of a television program;

a proper use of programming;

a transmission station;
a receiver station;
a network;
a broadcast station;
a channel on a cable system;
a time of transmission;
a identification of an instruct signal;
one of a source and a supplier of data;
one of a publication, article, publisher, distributor, and an advertisement;
and
an indication of copyright.

13. (Unchanged) The method of claim 10, said method further comprising the steps of:

selecting one from the group consisting of:

- (1) a datum that identifies a unit of computer software in said television signal;
- (2) a datum that specifies a process to instruct receiver end equipment what specific programming to one of select, play, and record other than that immediately, how to load said specific programming on one of player and recorder equipment, when and how to one of play and record said specific programming other than immediately, how to modify said specific programming, what equipment or channel to transmit said specific programming on, when to transmit said specific programming, and how and where to one of file, refile, and dispose of said specific programming;
- (3) a datum that designates an addressed apparatus;

(4) a datum that specifies one of where, when, and how to locate a signal;

(5) a datum that informs a processor for identifying and processing a signal;

(6) a datum that is part of a decryption code;

(7) a comparison datum that designates a communication schedule; and

embedding said selected one datum in said television signal.

14. (Unchanged) The method of claim 10, further comprising the steps of:

selecting a second instruct signal, said second instruct signal being one from the group consisting of:

(1) a switch control signal that controls a switch;

(2) a timing control signal that controls with respect to a time;

(3) a locating control signal that designates a location;

(4) an instruct-to-contact signal that designates a remote receiver station;

(5) an instruct-to-transfer signal that designates a unit of information programming;

(6) an instruct-to-delay signal that designates a unit of information programming;

(7) one of an instruct-to-decrypt and an instruct-to-interrupt signal that designates a unit of programming and one of a method to decrypt and interrupt, respectively;

(8) an instruct-to-enable or instruct-to-disable signal that designates an apparatus;

- (9) an instruct-to-record signal that designates a broadcast or cablecast program;
- (10) an instruction signal that controls a multimedia presentation;
- (11) an instruction signal that governs a information receiver station environment;
- (12) an instruct-to-power-on signal that designates a receiver;
- (13) an instruct-to-tune signal that designates a receiver or a frequency;
- (14) an instruct-to-coordinate signal that designates two apparatus;
- (15) an instruct-to-compare signal that designates one of a news transmission and a computer input;
- (16) an identifier signal that causes a computer to instruct a plurality of tuners each to tune to an information transmission;
- (17) an instruct-to-coordinate signal that designates at least two units of multimedia information and one of: (1) an output time and (2) an output place;
- (18) an instruct-to-generate signal that designates an output datum;
- (19) an instruct-to-transmit signal that designates a computer output;
- (20) an instruct-to-overlay signal that designates a television image;
- (21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;

- (22) an instruct-to-enable-and-deliver signal that designates information that supplements a television program;
- (23) an instruct-to-transmit signal that designates a computer peripheral storage device;
- (24) a code signal that designates a datum to remove or embed; and
- (25) a signal addressed to a receiver station apparatus; and embedding said selected second instruct signal in said television signal.

15. (Unchanged) A method for information delivery for use with an interactive mass medium program output apparatus comprising the steps of:

outputting a mass medium program that one of contains and explains at least one receiver specific datum, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program for input, said interactive mass medium program output apparatus having an output device for outputting said information;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station;

communicating said reply to a remote station, said interactive mass medium program output apparatus and said remote station comprising a network having a plurality of transmitter stations;

generating, in said network, a user specific financial analysis which is to be output at said interactive mass medium program output apparatus, said interactive mass medium program output apparatus having a receiver for

receiving at least a portion of said user specific financial analysis from said remote station;

delivering specific combined medium programming at said output device on the basis of said user specific financial analysis.

16. (Unchanged) The method of claim 10, further comprising the step of embedding said first instruct signal in said television signal.

17. (Unchanged) The method of claim 10, further comprising the step of embedding a code in said television programming that enables one of a computer and a controller to control a presentation of said television programming in accordance with said first instruct signal.

18. (Unchanged) The method of claim 10, further comprising the step of communicating a program unit identification code to said storage device and storing said program identification code at a storage location associated with said television programming.

19. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device information to evidence one of an availability and use of said television programming at a user station.

20. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective at a user station to generate output to be associated with said television programming.

21. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal

effective to generate output to be associated with one of a product, service, and an information presentation.

22. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to display one of a combined and a sequential presentation of a mass medium program and a user specific datum.

23. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to process a user reaction to said television programming.

24. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to one of communicate to a remote station a query in respect of information to be associated with said television programming, and to enable display of said television programming.

25. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to control a user station to receive information to supplement said television programming.

26. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to process a digital television signal.

27. (Unchanged) The method of claim 10, further comprising the step of communicating to and storing at said storage device one of a code and a

datum to serve as a basis for one of enabling an output device to display at least a portion of said television programming, and for enabling a processor to process code.

28. (Unchanged) A method of processing signals at a receiver station based on a broadcast or cablecast transmission, said method comprising the steps of :

- (a) storing a subscriber datum at a computer at said receiver station, said subscriber datum being one of the group:
 - (1) an investment datum;
 - (2) a financial datum;
 - (3) an income datum;
 - (4) a taste preference datum; and
 - (5) an interest datum;
- (b) receiving one or more control signals in said broadcast or cablecast transmission;
- (c) detecting the presence of said one or more control signals in said broadcast or cablecast transmission;
- (d) passing said detected one or more control signals to said computer;
- (e) selecting a mass medium program on the basis of a stored datum;
- (f) outputting said selected mass medium program to a subscriber at said receiver station; and
- (g) explaining some portion of a user specific financial analysis in said selected mass medium program, said user specific financial analysis being based on pre-stored subscriber data.

29. (Unchanged) The method of claim 28 further comprising the step of generating a value datum by processing said stored subscriber datum in response to one or more of said detected and passed control signals.

30. (Unchanged) A method of communicating subscriber station information from said subscriber station to one or more remote stations, said method comprising the steps of:

- (1) storing subscriber data at said subscriber station;
- (2) receiving a viewer's or participant's response to a combined medium output at said subscriber station;
- (3) processing an instruct signal which is effective to deliver a user specific financial analysis at said subscriber station in response to said viewer's or participant's response at said subscriber station, said processing at said subscriber station directed by instructions from said instruct signal, said user specific financial analysis being based on pre-stored subscriber data;
- (4) generating one or more subscriber specific data from said step of processing;
- (5) transferring said one or more subscriber specific data from said step of generating from said subscriber station to said one or more remote stations.

31. (Amended) A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium program material to one or more receiver stations, said remote intermediate mass medium programming transmitter station including a broadcast or cablecast transmitter for transmitting [one or more units of] mass medium programming, a plurality of selective transfer devices each operatively connected

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to said broadcast or cablecast transmitter for communicating said [one or more units of] mass medium programming, a mass medium programming receiver for receiving a signal from at least one origination transmitter, a control signal detector, and a controller or computer capable of controlling one or more of said selective transfer devices, [and with] wherein said remote intermediate mass medium programming transmitter station is adapted to detect the presence of one or more control signals, to control [the] communication of [specific] at least a portion of said [one or more units of] mass medium programming in response to detected specific control signals, and to deliver at said broadcast or cablecast transmitter said [one or more units of] mass medium programming, said method of communicating comprising the steps of:

[(1)] receiving said [unit of] mass medium programming [to be transmitted] for transmission by said remote intermediate mass medium programming transmitter station and delivering said [unit of] mass medium programming to said at least one origination transmitter, said [unit of] mass medium programming having an instruct signal which is effective at [the] said one or more receiver stations to deliver a user specific financial analysis, said user specific financial analysis [being] based on pre-stored subscriber data;

[(2)] receiving said one or more control signals which at said remote intermediate mass medium programming transmitter station operate to control [the] communication of said [unit of] mass medium programming; and

[(3)] [transmitting] transferring said one or more control signals to said at least one origination transmitter before a specific time.

32. (Unchanged) The method of claim 31, further comprising the step of embedding a specific one of said one or more control signals in said unit of mass medium programming before transmitting said unit of mass medium

programming to said remote intermediate mass medium programming transmitter station.

33. (Unchanged) The method of claim 31, wherein said one or more control signals comprise a code or datum which operates at said remote intermediate mass medium programming transmitter station to identify said unit of mass medium programming, said method further comprising the step of:

transmitting a schedule which operates at said remote intermediate mass medium programming transmitter station to communicate said unit of mass medium programming to said transmitter at said specific time.

34. (Unchanged) A method of controlling a receiver station including the steps of:

detecting one of the presence and the absence of a broadcast or cablecast control signal;

inputting a processor interrupt signal to a processor based on said step of detecting one of the presence and the absence of a control signal;

controlling said processor to output specific information in response to said step of inputting an processor interrupt signal; and

delivering a user specific financial analysis on the basis of information received from said processor based on said step of controlling a processor, said user specific financial analysis being based on pre-stored subscriber data.

35. (Unchanged) The method of claim 34, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer to input said processor interrupt signal directly to said processor.

36. (Unchanged) The method of claim 34, wherein said processor processes a datum designating a television channel or a television program, said method further having one step of the group consisting of:

controlling a tuner to tune a receiver to receive the television channel or television program designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least some portion of the television channel or television program designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the television channel or television program designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the television channel or television program designated by said processed datum;

controlling a computer to respond to control signals detected in the television channel or television program designated by said processed datum;

controlling a television monitor to display video or audio contained in the television channel or television program designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the television channel or television program designated by said processed datum; and

controlling a selective transmission device to communicate to a video recorder or a television monitor the television channel or television program designated by said processed datum.

37. (Unchanged) The method of claim 34, wherein said processor processes a datum designating one or more specific channels of a multichannel

cable or broadcast signal, said method further having one step of the group consisting of:

controlling a tuner to tune a converter to receive the one or more specific channels designated by said processed datum;

controlling a selective transmission device to input to a control signal detector at least some portion of the one or more specific channels designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the one or more specific channels designated by said processed datum;

controlling a selective transmission to input to a computer control signals detected in the one or more specific channels designated by said processed datum;

controlling a computer to respond to control signals detected in the one or more specific channels designated by said processed datum;

controlling a television monitor to display video or audio contained in the one or more specific channels designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the one or more specific channels designated by said processed datum; and

controlling a selective transmission device to communicate to a storage device or an output device the one or more specific channels designated by said processed datum.

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38. (Amended) A method of communicating program material to [one or more] a receiver [stations each of] station which includes a broadcast or cablecast program receiver, an output device, a control signal detector, a processor operably connected to said output device, [and with each] wherein

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said receiver station is adapted to detect and respond to one or more instruct signals, said method comprising the steps of:

- [(1)] receiving a program to be transmitted at a transmitter station and delivering said program to a transmitter;
- [(2)] receiving and storing said one or more instruct signals at said transmitter station, said one or more instruct signals at said receiver station [operate] operating to deliver a user specific financial analysis, said user specific financial analysis [being] based on pre-stored subscriber data;
- [(3)] transferring said one or more instruct signals to a transmitter; and
- [(4)] transmitting from said transmitter station an information transmission comprising said program and said one or more instruct signals.

39. (Unchanged) The method of claim 38, wherein some identification data or said one or more instruct signals are embedded in a mass medium program signal containing said program.

40. (Unchanged) The method of claim 38, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations receives or responds to said one or more instruct signals concurrently.

41. (Unchanged) The method of claim 38, wherein said step of transmitting directs said broadcast or cablecast transmission to a plurality of receiver stations at different times and each of said plurality of receiver stations responds to said one or more instruct signals at a different time.

42. (Unchanged) The method of claim 38, further comprising the steps of receiving said program at a receiver in said transmitter station,

communicating said program from said receiver in said transmitter station to a memory location, and storing said program at said memory location for a period of time prior to communicating said program to said transmitter.

43. (Unchanged) An interactive method for delivering information for use with an interactive mass medium program output apparatus comprising the steps of:

displaying a combined medium program, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said combined medium program whether said subscriber wants said information, said interactive mass medium program output apparatus having a memory for storing at least one code or datum;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a processor for processing said subscriber reply;

processing said reply from said step of receiving a reply and selecting said at least one stored code or datum designating said information, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station;

communicating said selected code or datum to a remote site, said interactive mass medium output apparatus and said remote site comprising a network having a plurality of transmitter stations;

assembling, in said network, at least one message which is effective at said interactive mass medium program output apparatus to deliver a user specific financial analysis, said user specific financial analysis being based on

said at least one stored code or datum, said interactive mass medium program output apparatus having a receiver for receiving a signal from a remote station; delivering said designated information on the basis of said at least one message.

44. (Unchanged) A method of delivering receiver specific analysis at a video receiver station, said receiver specific analysis being based on pre-stored subscriber data, said method including:

receiving one or more information transmissions at said video receiver station, said information transmissions including generally applicable information and at least one analysis control signal, said generally applicable information including (1) some of said receiver specific analysis and (2) video to serve as a basis on which to present said some of said receiver specific analysis, at least said at least one analysis control signal being received from one or more remote transmitter stations;

storing at least some of said generally applicable information and said at least one analysis control signal at said video receiver station;

outputting said video at a video monitor;

selecting at least one receiver specific datum to output by processing said generally applicable information in accordance with said at least one analysis control signal;

outputting said selected receiver specific datum in a series of time intervals of specific relevance based on said at least one analysis control signal; and

producing said some of said receiver specific analysis at a specific video location at said video monitor during a first of said series of time intervals of specific relevance.

45. (Unchanged) The method of claim 44, wherein said receiver station generates part of said receiver specific analysis in accordance with said at least one analysis control signal, said method further comprising the step of outputting said generated part of said receiver specific analysis in a second of said time intervals of specific relevance.

46. (Unchanged) The method of claim 44, further comprising the step of outputting at a speaker audio which explains at least part of said receiver specific analysis.

47. (Unchanged) The method of claim 46, further comprising the step of outputting audio of said selected receiver specific datum at said speaker.

48. (Unchanged) The method of claim 44, wherein said video includes only some of one of a television program and a television commercial, said method further comprising the step of synchronizing the delivery of a remainder of said one of said television program and said television commercial at said receiver station based said at least one analysis control signal.

49. (Unchanged) The method of claim 44, wherein said receiver station includes a video random access memory operably connected to said video monitor, said method further comprising the step of clearing said video random access memory based on said at least one analysis control signal.

50. (Unchanged) The method of claim 44, wherein said receiver station includes a programmable controller which controls at least one of a code portion receiver, a control signal detector, a computer adapted to generate a video overlay, said method further comprising the steps of:

detecting a control program in one of said one or more information transmissions; and
programming said programmable controller.

51. (Unchanged) The method of claim 44, wherein said analysis includes a benefit analysis.

52. (Unchanged) The method of claim 44, wherein said analysis includes a financial analysis.

53. (Unchanged) The method of claim 44, wherein said at least one analysis control signal includes a plurality of analysis control signals, said method further comprising the steps of:

one of generating and selecting a second receiver specific datum in accordance with a second of said plurality of analysis control signals; and
outputting said second receiver specific datum in a second of said series of time intervals of specific relevance.

54. (Unchanged) The method of claim 53, wherein said second receiver specific datum includes one of a financial datum and a benefit datum.

55. (Unchanged) The method of claim 53, further comprising the step of outputting said second receiver specific datum in response to a third of said plurality of analysis control signals.

56. (Unchanged) A method of delivering receiver specific analysis to a graphic receiver station, said receiver specific analysis being based on at least one pre-stored receiver specific datum, said method including:

receiving one or more information transmissions at said graphic receiver station, said information transmissions including generally applicable information and at least one analysis control signal, said generally applicable information including (1) some of said receiver specific analysis and (2) at least some of a graphic image to serve as a basis on which to present said some of said receiver specific analysis, at least said at least one analysis control signal being received from one or more remote transmitter stations;

storing at least some of said generally applicable information and said at least one analysis control signal at said graphic receiver station;

outputting said at least some of a graphic image at a graphic output device;

selecting said at least one receiver specific datum by processing said generally applicable information in accordance with said at least one analysis control signal;

outputting said selected at least one receiver specific datum during one or more time periods of specific relevance; and

outputting said some of said receiver specific analysis at said graphic display device based on a reference point and scalar dimension.

57. (Unchanged) The method of claim 56, further comprising the step of outputting at a speaker audio which explains at least part of said receiver specific analysis.

58. (Unchanged) The method of claim 56, wherein said receiver station includes a plurality of graphic output devices, said method further comprising the step of selecting one of said plurality graphic output devices at which to output said selected at least one receiver specific datum.

59. (Unchanged) The method of claim 56, wherein said at least some of a graphic image is part of one of a television program and a television commercial, said method further comprising the step of processing a viewer response to said one of said television program and said television commercial in accordance with said at least one analysis control signal.

60. (Unchanged) The method of claim 56, wherein said step of outputting said some of said receiver specific analysis is performed in accordance with said at least one analysis control signal.

61. (Unchanged) The method of claim 60, further comprising the step of detecting at least one of said reference point and said scalar dimension in said at least one analysis control signal.

62. (Unchanged) A method of presenting an analysis at an ultimate receiver station, said ultimate receiver station including a television receiver, a detector, a computer, and a television monitor, said method comprising the steps of:

receiving at least one information transmission from at least one remote television transmitter stations, said at least one information transmission containing one of financial information and benefit information, first data, and contiguous television programming, said contiguous television programming being of a duration, only some of said duration containing a time interval of specific relevance, said one of said financial information and said benefit information to be one of processed and stored at said ultimate receiver station and only some of said one of said financial information and said benefit information to be outputted at said ultimate receiver station;

selecting and delivering said contiguous television programming to said television monitor for output to a user;

detecting said first data before a time period during which information will be computed and delivering said first data to said computer;

computing second data by processing one or more of said first data in said time period, said second data to serve as a basis for completing said analysis;

communicating at least a portion of said only some of said one of said financial information and said benefit information to complete said analysis based on said step of computing second data wherein said at least a portion of said only some of said one of said financial information and said benefit information to be outputted includes at least one receiver specific datum; and

outputting said at least a portion of said only some of said one of said financial information and said benefit information at said television monitor in said time interval of specific relevance, wherein said analysis comprises said contiguous television programming and said only some of said one of said financial information and said benefit information , and wherein said method presents said analysis.

63. (Unchanged) The method of claim 62, further comprising the steps of:

detecting processor instructions in said at least one information transmission;

passing said processor instructions to said computer; and

performing at least one of said step of computing and said step of communicating in accordance with said processor instructions.

64. (Unchanged) The method of claim 63, wherein said time interval of specific relevance is a first of a plurality of time intervals of specific relevance contained in said only some of said contiguous television programming, said method further comprising the steps of:

storing subscriber data in said computer;

generating a value by processing said stored subscriber data in accordance with said processor instructions; and

outputting said value at said television monitor in a second of said plurality of time intervals of specific relevance.

65. (Unchanged) The method of claim 64, wherein a video image of said value is displayed at said television monitor.

66. (Unchanged) The method of claim 64, wherein audio of said value is emitted at said television monitor.

67. (Unchanged) The method of claim 62, wherein said only some of said one of said financial information and said benefit information includes a graphic image, said method further comprising the step of producing said graphic image a specific location in a video display of said contiguous television programming.

68. (Unchanged) The method of claim 62, wherein said only some of said one of said financial information and said benefit information includes audio and said second data include a value, said method comprising the steps of:

selecting said audio based on said value; and

outputting at a speaker at said television monitor a combined or sequential presentation of said contiguous television programming and said audio.

69. (Unchanged) The method of claim 62, wherein said ultimate receiver station includes a printer and a part of said only some of said one of said financial information and said benefit information is to be printed, said method further comprising the step of directing said part of said only some of said one of said financial information and said benefit information to said printer.

70. (Unchanged) The method of claim 62, wherein said ultimate receiver station includes a tuner and said second data include a value, said method further comprising the step of controlling said tuner to tune a receiver based on said value, said tuner to receive at least some of said contiguous television programming and said one of said financial information and said benefit information.

71. (Unchanged) The method of claim 62, wherein said ultimate receiver station includes a storage device and said second data include a value, said method further comprising the step of controlling said storage device to store at least some of said contiguous television programming based on said value.

72. (Unchanged) The method of claim 62, wherein said ultimate receiver station includes a plurality of output devices, said television monitor being a first of said plurality of output devices, said method including the steps of:

delivering a part of said only some of said one of said financial information and said benefit information at a second of said plurality of output devices; and

explaining a significance of said part of said only some of said one of said financial information and said benefit information in said contiguous television programming.

73. (Unchanged) The method of claim 72, wherein said plurality of output devices includes at a storage device, said method further comprising the step of storing said part of said only some of said one of said financial information and said benefit information.

74. (Unchanged) The method of claim 62, wherein said contiguous television programming includes only some of one of a television program and a television commercial, said method further comprising the steps of:

generating a remainder of said one of said television program and said television commercial in accordance with at least one instruction detected in said at least one information transmission; and

synchronizing the delivery of said contiguous television programming and said remainder of said television commercial.

75. (Unchanged) The method of claim 74, wherein said step of generating a remainder comprises:

clearing at least some of a memory; and
generating a background color.

76. (Unchanged) The method of claim 62, wherein said only some of said one of said financial information and said benefit information communicates an amount of one of a saving, an income, and a profit.

77. (Unchanged) The method of claim 62, wherein said only some of said one of said financial information and said benefit information communicates at least some of an offer.

78. (Unchanged) The method of claim 62, wherein said financial information includes tax information.

79. (Unchanged) The method of claim 62, wherein said financial information and said benefit information include government policy information.

80. (Unchanged) The method of claim 62, wherein said financial information and said benefit include projected information.

81. (Unchanged) The method of claim 62, wherein said second data include at least one of a plan, a recommendation, and a budget and said analysis explains at least part of said one of said plan, said recommendation, and said budget.

82. (Unchanged) The method of claim 62, wherein information of at least one of the tastes, habits, financial condition, family status, business, and interests of said user is processed and said only some of said one of said financial information and said benefit information includes at least some of a name of one of a product and a service.

83. (Unchanged) The method of claim 62, wherein subscriber information is inputted in response to an instruction communicated in a television programming signal, said method further comprising the step of selecting at least part of said only some of said one of said financial information and said benefit information based on said inputted subscriber information.

84. (Unchanged) The method of claim 83, wherein said instruction is communicated visibly or audibly in television programming and a person inputs said subscriber information.

85. (Unchanged) The method of claim 83, wherein a processor inputs said subscriber information, said method further comprising the step of storing subscriber instructions to serve as a basis for authorizing at least one of reception of programming, delivery of a product, and delivery of a service.

86. (Unchanged) The method of claim 62, wherein a subscriber order is inputted based on said analysis, said method further comprising the step of communicating said order to a remote order taking station.

87. (Unchanged) The method of claim 86, wherein at least one of a product and a service is one of shown and described in said analysis and data which identify said at least one of said product and said service is communicated to said remote order taking station.

88. (Unchanged) The method of claim 62, wherein said analysis includes a benefit analysis.

89. (Unchanged) The method of claim 62, wherein said analysis includes a financial analysis.

90. (Unchanged) A method of delivering receiver specific analysis at a audio receiver station, said receiver specific analysis being based on at least one receiver specific datum, including:

receiving one or more information transmissions at said audio receiver station, said information transmissions including generally applicable information and at least one analysis control signal, said generally applicable information including (1) some of said receiver specific analysis and (2) audio to serve as a basis on which to present said some of said receiver specific analysis, at least said at least one analysis control signal being received from one or more remote transmitter stations;

storing at least some of said generally applicable information and said at least one analysis control signal at said audio receiver station;

outputting said audio at a speaker, only some of said audio including a time interval of specific relevance;

selecting said at least one receiver specific datum to output by processing said generally applicable information in accordance with said at least one analysis control signal; and

outputting said selected at least one receiver specific datum during said time interval of specific relevance.

91. (Unchanged) The method of claim 90, further comprising the step of synthesizing audio to output as part of said receiver specific analysis.

92. (Unchanged) The method of claim 90, wherein said audio includes only some of one of a television program and a television commercial, said method further comprising the step of synchronizing the delivery of a remainder

of said one of said television program and said television commercial at said receiver station based said at least one analysis control signal.

93. (Unchanged) The method of claim 90, wherein said receiver station includes an audio random access memory operably connected to said speaker, said method further comprising the step of clearing said audio random access memory.

94. (Unchanged) The method of claim 90, wherein said analysis includes a benefit analysis and said at least one receiver specific datum includes a receiver specific benefit datum.

95. (Unchanged) The method of claim 90, wherein said analysis includes a financial analysis and said at least one receiver specific datum includes a receiver specific financial datum.

[Please add the following new claims.]

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Gmt.*
96. (New Claim) A method of processing signals at a receiver station, said method comprising:

- (a) receiving at least one control signal in a transmission;
- (b) detecting the presence of said at least one control signal in said transmission;
- (c) passing said detected at least one control signal to a computer;
- (d) inputting and processing a subscriber response to programming containing at least one of a user specific financial analysis and a user specific benefit analysis in response to said at least one control signal; and
- (e) outputting processed subscriber response information.

97. (New Claim) The method of claim 96, further comprising the step of storing a subscriber datum at said computer, said subscriber datum being one of:

- (a) an investment datum;
- (b) a financial datum;
- (c) an income datum;
- (d) a taste preference datum; and
- (e) an interest datum.

98. (New Claim) The method of claim 96, further comprising the step of generating at least one of a user specific financial analysis and a user specific benefit analysis by processing a stored subscriber datum in response to said at least one control signal.

99. (New Claim) A method of communicating subscriber station information from a subscriber station to at least one remote station, said method comprising the steps of:

- (a) storing subscriber data at said subscriber station;
- (b) receiving at said subscriber station at least one instruct signal, said at least one instruct signal being effective to deliver a subscriber reaction to programming containing at least one of a user specific financial analysis and a user specific benefit analysis;
- (c) generating at least one subscriber specific datum in accordance with instructions from said instruct signal;
- (d) receiving said subscriber reaction at said subscriber station on the basis of said at least one instruct signal;

(e) transferring said at least one subscriber specific datum from said subscriber station to said at least one remote station based on said step of receiving a subscriber reaction.

100. (New Claim) A method of controlling a remote intermediate transmitter station to communicate data to at least one receiver station, said remote intermediate transmitter station including a transmitter, a plurality of selective transfer devices each operatively connected to said transmitter, a data receiver for receiving said data from at least one origination station, a control signal detector, and a computer capable of controlling at least one of said plurality of selective transfer devices, and wherein said remote intermediate transmitter station is adapted to detect at least one control signal, to control communication of said data in response to said detected at least one control signal, and to deliver said data to said transmitter, said method comprising the steps of:

(a) receiving said data at said at least one origination station and delivering said data to at least one origination transmitter, said data including an instruct signal, said instruct signal effective at said at least one receiver station to deliver a subscriber response to programming containing at least one of a user specific financial analysis and a user specific benefit analysis;

(b) receiving said at least one control signal which operates at said remote intermediate transmitter station to control communication of said data; and

(c) transmitting said at least one control signal to said at least one origination transmitter before a specific time.

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101. (New Claim) The method of claim 100, wherein said specific time is a scheduled time of transmitting said data from said remote intermediate transmitter station.

102. (New Claim) The method of claim 100, further comprising the step of embedding said at least one control signal in said data before transmitting said data to said remote intermediate transmitter station.

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G6 cont.*

103. (New Claim) The method of claim 100, wherein said at least one control signal becomes effective at said remote intermediate transmitter station to control said plurality of selective transmission devices at different times.

104. (New Claim) A method of communicating data and update material to a receiver station including a data receiver, a data storage device, a control signal detector, a computer, wherein said receiver station is adapted to detect and respond to at least one instruct signal, said method comprising the steps of:

- (a) receiving data to be transmitted and delivering said data to at least one transmitter;
- (b) receiving said at least one instruct signal which is effective at said receiver station to deliver a subscriber response to programming containing at least one of a user specific financial analysis and a user specific benefit analysis;
- (c) transferring said at least one instruct signal to said at least one transmitter; and
- (d) transmitting at least one information transmission comprising said data and said at least one instruct signal.

105. (New Claim) The method of claim 104, wherein at least one of identification data and said at least one instruct is embedded in a television signal containing said data.

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106. (New Claim) The method of claim 104, wherein said step of transmitting directs said information transmission to a plurality of receiver stations at the same time and each of said plurality of receiver stations responds to said at least one instruct signal concurrently.

107. (New Claim) The method of claim 104, wherein said step of transmitting directs said information transmission to a plurality of receiver stations and each of said plurality of receiver stations responds to said at least one instruct signal at a different time.

108. (New Claim) The method of claim 104, further comprising the steps of receiving said data at a receiver in a transmitter station, communicating said data from said receiver to a memory location, and storing said data at said memory location prior to communicating said data to said at least one transmitter. 4